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Education

- PhD, Business Administration, National Cheng Chi University , 2003/7
- Master, Business Administration, National Sun Yat-sen University, 1991 /7

Area of Specialty

- Consumer behavior,
- Life-style and market survey analysis,
- Marketing strategy plan and Marketing management
- Business management simulation.

Academic Experience

- Assistant Professor, Department of Business Administration, Southern Taiwan University, 2003/8 to present

Conference Papers

1. Chien, Nan-Shan and Li Xin-ni, "Consumers' dietary lifestyles, demand for delivery services and evaluation of delivery platform functions", The 17th Seminar on Service Industry Management and Innovation, 2020/06/12, Tainan.
2. Chien, Nan-Shan and Xu Liz-hong, "A Study on the Influence of Utilization Rate and Management Mode of Public Facilities in Apartment Buildings on Residential Value", The 17th Seminar on Service Industry Management and Innovation, 2020/06/12, Tainan.
3. Chien, Nan-Shan and Lu Quan-wei, "Research on Consumer Behavior of Sports Glasses in Taiwan", The 17th Seminar on Service Industry Management and Innovation, 2020/06/12, Tainan.
4. Chien, Nan-Shan and Li Xin-ni, "Consumers' dietary lifestyles, demand for delivery services and evaluation of delivery platform functions", The 17th Seminar on Service Industry Management and Innovation, 2020/06/12, Tainan.
5. Yang Xiufen, Chien Nan-Shan, Yu Jian-ming, "Review and research on the overall development area of the urban plan: Taking Dalin Town, Chiayi County as an example", The 17th Seminar on Service Industry Management and Innovation, 2020/06/12, Tainan.
6. Liu Yan-xi, Chien Nan-Shan, Yu Jian-ming, "An Empirical Study on the Impact of Property Management on the Housing Prices of Tainan Apartment Buildings", The 17th Seminar on Service Industry Management and Innovation, 2020/06/12, Tainan.
7. Li Chan-gjin, Chien Nan-Shan, Yu Jian-ming, "An Empirical Analysis of Housing Prices in Taichung-Taiwan Railway Line", The 17th Seminar on Service Industry Management and Innovation, 2020/06/12, Tainan
8. Chien, Nan-Shan, Cheng Chun-mei and Lin Chuan-wen, "Research on the Influence of Leisure Life Function on Housing Price", World Chinese Real Estate Annual Conference Paper Symposium, 2019/07/12-14, Shanghai, China.
9. Chien, Nan-Shan, Cheng Chun-mei and Lin Chuan-wen, "Research on the Influence of Public and Private Leisure Life Function on Housing Price", The 11th Southern District Management Master's Thesis Seminar, 2017/05/17, Tainan

10. Chien, Nan-Shan and Tang Xian-yi, "A Study on the Cognitive Factors Affecting the Fairness of Taxation Taxes-A Case Study of Housing Tax", The 11th Southern District Management Master's Thesis Seminar, 2017/05/17, Tainan
11. Chien, Nan-Shan and Li Yu-wei, "The impact of flooding potential on residential prices -Taking Tainan City as an example", The 11th Southern District Management Master's Thesis Seminar, 2017/05/17, Tainan
12. Chien, Nan-Shan and Chiu Min-Fang, "From different stages of development and relative value, explore the impact of shopping centers on real estate price volatility", World Chinese Real Estate Annual Conference Paper Symposium, 2018/07/21-22, Qingdao, China
13. Chien, Nan-Shan and Zhuang Wei, "The Influence of Funeral Facilities on the Price of Neighboring Houses: A Case Study of the Original Tainan City", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan.
14. Chien, Nan-Shan and Chen Bei-Ting, "The Impact of Commercial Life Function on Housing Price -Taking Tainan City as an Example", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan.
15. Chien, Nan-Shan and Wu Hui-Yu, "The Impact of Park Function Type and Coverage Rate on Real Estate Housing Price: A Case Study of Tainan City", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan
16. Chien, Nan-Shan and Chen Jian Min, "The Types, Causes and Responses of Real Estate Transaction Disputes", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan
17. Chien, Nan-Shan and Huang Guo-Qin, "The Types and Effects of the Activation of Taiwan Sugar Idle Land-Taking the Tainan District as an Example", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan.
18. Chien, Nan-Shan and Wu Pei-Min, "Study on the Types of Leisure Agriculture and Consumption Benefits: A Case Study of Leisure Agriculture in Tainan City", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan.
19. Chien, Nan-Shan and Chen Yi-Wen, "Study on the Types of Agricultural Cultural Activities and Consumption Benefits: A Case Study of Agricultural Cultural Activities in Tainan City", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan.
20. Chien, Nan-Shan and Gao He-Chun, "Research on work stress, leadership style and employee morale", The 9th Southern District Management Master's Thesis Seminar, 2017/06/09, Tainan
21. Chien, Nan-Shan and Zeng Jun-Xiong, "Discussion on the Success Factors of Professional Military Personnel Transferring Real Estate Brokerage Industry", The 9th Southern District Management Master's Thesis Seminar, 2017/06/09, Tainan
22. Chien, Nan-Shan and Xu Jian-Guo, "Study on the Participation of Community Welfare Activities and Community Consciousness: A Case Study of Fuguo District, Yongkang District, Tainan City", The 9th Southern District Management Master's Thesis Seminar, 2017/06/09, Tainan
23. Chien, Nan-Shan and Zeng Guo-Quan, "Research on Community Consciousness Affecting Living Environment Cognition and Residential Value", The 9th Southern District Management Master's Thesis Seminar, 2017/06/09, Tainan
24. Chien, Nan-Shan and Lin Meng-Kuan, "Healthy Living Patterns and Cognition of Residential Quality in Neighboring Night Markets", The 9th Southern District Management Master's Thesis Seminar, 2017/06/09, Tainan
25. Chien, Nan-Shan and Jiang Yu-Qi, "Regional Characteristics and Religious Beliefs Affecting Residential Quality Near Temple Facilities", The 9th Southern District Management Master's Thesis Seminar, 2017/06/09, Tainan
26. Chien, Nan-Shan and Lu Hong-Ren, "Research on the Quality of Maintenance Team Affecting Maintenance Quality and Timeliness", The 9th Southern District Management Master's Thesis Seminar, 2017/06/09, Tainan
27. Chien, Nan-Shan , Wu Ming-xiao and Chen Yu-zhi, "Research on Acceptance of Service Innovation in Self - service Laundromat", Joint Interdisciplinary Seminar in 2016, 2016/06/17,

Kaohsiung

28. Chien, Nan-Shan and Chen Yu-zhi, "A Study on Purchasing Situation and Payment Preference", TIIBS Fifth Business and Management Symposium, 2016/05/27, Taipei
29. Chien, Nan-Shan and Gan Hui-wen, "A Study on Object types and the degree of brutality Affect the value of housing impairment", The 11th International Symposium on Enterprise Internationalization Theory and Practice, 2016/05/27, Tainan.
30. Huang Ming-cheng and Chien Nan-Shan, "A Study on the Key Successful Characteristics of the Real Estate Broker - Taking the Excellent Real Estate Practitioners as the Research Objects", The 11th International Symposium on Enterprise Internationalization Theory and Practice, 2016/05/27, Tainan
31. Chien, Nan-Shan and Chen Yah-yan, "Research on the Influence of the Overall Factors and the Government Policy on the Real Estate Price Fluctuation - Taking Yongkang District and Tungnan Area of Tainan City as an Example", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan
32. Chien, Nan-Shan and Li Xiao-lan, "A Study on the Characteristics of Professional Soldiers, Purchase Motivation and Housing Preference - A Case Study of Volunteer Service Staff in Tainan Area", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan
33. Chien, Nan-Shan and Lu Zong-han, "A Study on the Perception of Housing Quality and the Sense of Living Value - Taking the Office Workers in Tainan Industrial Zone as an Example", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan
34. Chien, Nan-Shan and Wang Qiu-xiong, "A Study on How Purchasing Attitude and Home Essential Property Requirements Affect the Elasticity of Purchasing Budget", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan.
35. Chien, Nan-Shan and Li Bu-yun, "A Study on the Preference of House Purchasing - Taking Police and Fire Fighting Personnel in Tainan as an Example, The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan
36. Chien, Nan-Shan and Hong Gui-zhu, "A Study on the Perception of Housing Quality and the Sense of Lease Value - Taking the Office Workers in Tainan Industrial Zone as an Example", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan.
37. Chien, Nan-Shan and Chen Rong-tai, "How Object Demand and Pricing Policy Affect Real Property Transaction Efficiency - From the Perspective of Housing brokerages", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan

Dissertation

- Chien, Nan-Shan (2003). "The Meta Analysis in Taiwan Life Style Meter Efficiency," Ph.D. Dissertation, National Cheng-chi University, Taipei, Taiwan.

Entrusted Practical Projects

1. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2020 2nd)", 2020/10/01~2020/12/31, No: 33001090242
2. Chien, Nan-Shan, "2020 Small Business Manpower Improvement Plan-Yi Xian Long Precision Co., Ltd.", 2020/03/24 ~ 2021/07/31, No: 33001090132-GP
3. Chien, Nan-Shan, "BAP Business Briefing International Certification Technical Service Plan", 2020/01/01 ~2020/07/31, No: 33001090006
4. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2019 2nd)", 2019/10/01~2019/12/31, No: 33001080488
5. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2018 2nd)", 2017/10/01~2017/12/31, No: 33001070458.
6. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2017 2nd)", 2017/10/01~2017/12/31, No: 321060558
7. Chien, Nan-Shan and Wu Gu-De, "TIMS marketing professional competence certification work plan (2016 2nd)", 2016/10/01~2016/12/31, No: 321050486

8. Chien, Nan-Shan, "Pre - employment Training Program for Institutions - Training Course for Assistant Officials", 2015/10/30~2015/11/17, No: 321040182-GP.
9. Chien, Nan-Shan, "Pre - employment Training Program for Institutions - Training Course for Real Estate Brokers", 2015/10/31~2015/11/28, No: 321040181-GP
10. Chien, Nan-Shan, "TIMS marketing professional competence certification work plan (2015 2nd)", 2015/10/01~2015/12/31, No: 321040546.

Honors and Awards

1. The Best Paper, Chien, Nan-Shan and Zhuang Wei, "The Influence of Funeral Facilities on the Price of Neighboring Houses: A Case Study of the Original Tainan City", The 15th Seminar on Service Industry Management and Innovation, 2018/05/17, Tainan.
2. The Best Paper, Chien, Nan-Shan and Chen Yah-yan, "Research on the Influence of the Overall Factors and the Government Policy on the Real Estate Price Fluctuation - Taking Yongkang District and Tungkang Area of Tainan City as an Example", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan.
3. The Best Paper, Chien, Nan-Shan and Chen Rong-tai, "How Object Demand and Pricing Policy Affect Real Property Transaction Efficiency - From the Perspective of Housing brokerages", The 13th Seminar on Service Industry Management and Innovation, 2016/05/13, Tainan